

ORDER FORM

This order form is subject to and governed by the terms and conditions of Geofeedia's Online Terms of Service posted at <http://www.geofeedia.com/terms-of-service>. Please review the Online Terms of Service carefully before signing below, as your signature below constitutes your agreement to be bound by its terms. If for any reason you are unable to view the Geofeedia Online Terms of Service online at the website given above, please contact Geofeedia immediately.

Pursuant to this Order Form, Customer is purchasing subscriptions to the Geofeedia Service identified below, subject to any specified usage parameters (e.g. number or types of users, number of locations, volume of data, etc.) and any professional services described herein. The term of this Order Form shall automatically renew for subsequent one-year terms unless either party provides notice to the other party at least forty-five days prior to the Contract End Date.

Order Information

Account Name: San Diego Police Department	Contract Start Date: _____
Prepared By: Andrew Kaye	Contract End Date: _____
Total Amount: [\$18,000.00]	

Subscription Term, Billing & Payment Information

Company Name: San Diego Police Department	Billing Phone: _____
Billing Name: _____	Billing Fax: _____
Billing Email: _____	
Billing Address: 1401 Broadway San Diego, CA 92101	Payment Method: Invoice PO Number: _____
Billing Terms: Invoices sent Annually Customer Initials _____ Invoices for Overage Fees, if any, sent monthly.	
Payment Terms: Due Upon Receipt.	

Customer: San Diego Police Department**Geofeedia, Inc.**

Signature: _____

Signature: _____

Printed: _____

Printed: _____

Title: _____

Title: _____

Date: _____

Date: _____

Order Form (Cont'd) – San Diego Police Department

Application Services Subscription*

The Application Services include the following:

Service Edition	Total Price
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Standard Service Package

Customer orders the following Standard Service Package:

Geofeedia Professional Edition	\$ 18,000.00
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Total Permitted Users: Thirty (30)

Standard Applications

- Real-Time Search
- Up to five (5) Real-Time Streams
- Administrator functions

Premium Applications

- Collections
- Alerts
- Influencers
- Mobile App

Other Included Features

- Shape File Support
- Language Translations
- Data Export
- Analytics
- Networks currently Included: Instagram, Twitter, Flickr, Picasa, YouTube, Facebook, Sina Weibo

Data Storage & Radius

- Maximum of 25 kilometers
- Unlimited Recording Locations, up to 250,000 posts per month

Training and Implementation	No charge
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One-hour online training class (included)
Geofeedia Video Training (included)

Total Cost For One (1) Years	<u>\$ 18,000.00</u>
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Order Comments

Note: Any other services not included hereunder and must be identified in a separate, executed Statement of Work.

For additional details regarding standard features and functionality of the Application Services, please visit:
<http://geofeedia.com/how-it-works>



City of San Diego
Information Technology Business Leadership Group
Business Case Concept

1. Title of Project

Geofeedia Social Media Monitoring

2. Date (MM/DD/YYYY) 08/19/2015	3. Tracking Number	4. Department Police		
6. Sponsor's Name & Title Chris Haley, Program Manager		5. Division Information Services		
7. Required Start Date 09/01/2015	8. Required Completion Date 06/30/2016	9. Department No 1914	10. Fiscal Year 2016	11. Capital Improvement Project (CIP)? <input type="checkbox"/>
12. Mandate(s) <input type="checkbox"/> Regulatory <input type="checkbox"/> Compliance <input type="checkbox"/> Federal Legislation <input type="checkbox"/> State Legislation <input type="checkbox"/> Local Legislation				

13. Mandate Information:

14. Organizational Impact	Single Department	15. IT Category	Business Application
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16. Business Need

The San Diego Police Department has used Open-Source Intelligence (OSINT), particularly from social media sources, in criminal investigations in conjunction with traditional investigative techniques. Information obtained from these channels has proven to be useful, resulting in arrests and prosecution of suspects, and has provided information that helped in responding to critical mass events. To more effectively utilize this information, the Department seeks an automated tool to collect, aggregate and analyze location-based, open and multiple-source social media activities. The use of this information can assist real-time information to support decision-making processes, complement investigations, and identify early warning indicators of acts of violence, perceived threats and critical masses.

17. Strategic Fit

This application aligns with Department's goal of implementing new technology in providing the highest quality police service. Through automated collection and analytic tools for social media, analysts and investigators can formulate sound intelligence, and effectively and safely use Department resources to respond to threats and acts of violence.

18. Potential Options/Alternatives

Currently, these types of data collection process are performed manually and are focused specifically on predetermined topics or cases. Thus, the Department is lacking the capability to receive alerts from potential threat indicators. Although there are personnel trained to work with these types of information, the Department does not have the capability of conducting proactive and preventative measures to detect potential threats.

Analysts and investigators currently use free and basic tools similar to Geofeedia. However, these tools do not permit data collection, aggregation, downloading for analysis, or alerts. Additionally, limited access to the type of social media platforms and postings that are available only allow basic analysis of social media activities.

19. Labor Implications (potential meet and confer issues)

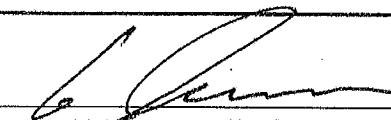
None

20. Possible Funding Sources (including potential grant funding)

\$25,000 has been allocated in the Department's FY16 Operating Budget for the initial purchase of this technology. Annual renewal costs will be included in the Department's Operating Budget.

Al Guaderrama, Assistant Chief of Police

21. Department Head (printed)



8/24/15

22. Department Head Signature / Date

Daly, Brendan

From: Brister, George [GBrister@sandiego.gov]
Sent: Tuesday, September 15, 2015 10:16 AM
To: Daly, Brendan
Cc: Villaver, Peter; Betry, Jody
Subject: Geofeedia Business Case has been Approved

Good morning Brendan,

The ITBLG Subcommittee approved the Geofeedia business case. I will get you the signed approval within a few days, but you are good to proceed with the procurement process.

George...

*George Brister
Manager, Governance & Strategic Planning
City of San Diego
Department of Information Technology
1010 2nd Avenue, Suite 500, MS 658B
San Diego, CA 92101-4998
619.533.4811*

*-Value customers and employees as partners-
City of San Diego Strategic Plan - Values*

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